



## **Exceptional Women in Publishing Selects Susan Goldberg, Editor in Chief of National Geographic Magazine and News, as the 2015 Award Recipient**

SAN FRANCISCO – January 2, 2015, – Exceptional Women in Publishing (EWIP) is pleased to announce that **Susan Goldberg**, editor in chief of National Geographic magazine and News is the 17<sup>th</sup> recipient of the Exceptional Woman in Publishing Award.

The 2015 Award will be presented to Ms. Goldberg at EWIP's 7<sup>th</sup> annual Women's Leadership Conference held at the Clark Kerr Conference Center at the University of California, Berkeley on Thursday, March 26, 2015.

Ms. Goldberg was appointed editor in chief of National Geographic magazine and News in April 2014. Under her leadership, National Geographic is working to make the famous, yellow-bordered magazine a must-read with timely, in-depth stories — as well as creating a daily destination for readers online on such topics as the environment, climate change, scientific breakthroughs and species preservation. "Readers shouldn't have to wait a month to have a National Geographic experience," she said. "They can come to us for an adventure every day."

Before joining National Geographic as executive editor for News and Features in January 2014, Ms. Goldberg worked as executive editor for federal, state and local government coverage for Bloomberg News in Washington. She started at Bloomberg in 2010.

From 2007 to 2010, she was editor of The Plain Dealer, the daily newspaper of Cleveland and the largest newspaper in Ohio. Prior to that, she was the executive editor of the San Jose Mercury News from 2003 to 2007, and served as the paper's managing editor from 1999 to 2003. From 1989 to 1999, Ms. Goldberg worked at USA Today, including stints as a deputy managing editor of the News, Life and Enterprise sections.

A Michigan native, Ms. Goldberg has a bachelor's degree in journalism from Michigan State University. From 2012 to 2013, she was president of the American Society of News Editors. She serves on the boards of The Reporters Committee for Freedom of the Press and The College of Communication Arts & Sciences at Michigan State, and previously was co-chair of the Medill School of Journalism's Board of Visitors at Northwestern University. She also is on the

board of the National Museum for Women in the Arts in Washington and is a member of the International Women's Forum.

Each year, EWIP selects an accomplished woman to receive the Exceptional Woman in Publishing Award. Past honorees have included: Gloria Steinem, founding editor of Ms. Magazine; Kara Swisher of Re/Code, Susan Taylor, founding editor of Essence; Ardie and Marie Rodale of Rodale Press; Eleanor Clift of Newsweek; and Lynn Povich, whose long and exceptional career also included a time at Newsweek where she participated in a landmark sex discrimination court case. The purpose of this award is to inspire women in the field of periodical publishing by honoring accomplished women, like Ms. Goldberg.

“Susan is an incredibly talented woman who has not only broken through the glass ceiling, but she continues to help other women advance in their careers as well,” says EWIP president, **Yumi Wilson**. “We at EWIP feel very honored that Susan will join us and share her insight at our 2015 spring conference.”

“Having more women achieve success in newsrooms—and doing what I can to help make that happen—has been one of my goals for many years,” says Ms. Goldberg. “I’m delighted that Exceptional Women in Publishing is also working to make this goal a reality. I’m honored to be included with this wonderful group of women in receiving this award.”

### **About Exceptional Women in Publishing**

Exceptional Women in Publishing (EWIP) was founded 17 years ago women who felt the need for an organization that promoted the leadership aspirations of women in magazine publishing. EWIP, formerly Women in Periodical Publishing, was formed with two goals in mind: to educate, empower and support women in publishing and to educate, empower and support women and girls through the power of publishing. The 501(c)(3) non-profit educational organization with an active volunteer membership and board of directors continues to support women in print, online, mobile, or other digital media achieve their leadership goals. EWIP encourage female entrepreneurship and offers a range of professional development programs through our national and regional events, online communications, mentoring, and research.

### **About EWIP’s 2015 Women’s Leadership Conference**

The theme for the seventh annual Women’s Leadership Conference is Taking Risks, Blazing Trails, and promises to inspire and inform content creators of all stripes with the conference’s signature all-female roster of speakers. This year’s event is held at the Clark Kerr Conference Center at the University of California, Berkeley on Thursday, March 26, 2015. The seventh annual Women’s Leadership Conference will feature fresh content in three tracks of interest to women in publishing, media and technology: developing audiences, creating top-

notch content, and making money. The sessions will include dozens of exceptional speakers, engaging discussions, and practical skills for today. **The 2015 Exceptional Woman in Publishing Award** celebration and cocktail reception is a popular and inspirational part of the conference. Updated information about the speakers and sessions can be found at [www.ewip.org](http://www.ewip.org).

### **About the National Geographic Society**

With a mission to inspire, illuminate and teach, the National Geographic Society is one of the world's largest nonprofit scientific and educational organizations. The member-supported Society, which believes in the power of science, exploration and storytelling to change the world, reaches over 600 million people each month through its media platforms, products and events. National Geographic has funded more than 11,000 research, conservation and exploration projects, and its education programs promote geographic literacy. For more information, visit <http://www.nationalgeographic.com>, and find us on Facebook, Twitter, Instagram, Google+, YouTube and Pinterest.

Media contact for the EWIP Conference and EWIP Award:

Thea Selby  
Co-founder of Exceptional Women in Publishing, and  
Principal, Next Steps Marketing  
One Polk St – 2<sup>nd</sup> floor  
San Francisco, CA 94102  
p: 415-773-1841  
f: 415-773-1122  
[thea@nextstepsmarketing.com](mailto:thea@nextstepsmarketing.com)

Media contact for Susan Goldberg:

Anna Kukelhaus (Dyran)  
Communications  
National Geographic Society  
1145 17th Street, NW  
Washington, DC 20036  
Office: 202-775-6717  
Mobile: 202-258-8020  
[akukelha@ngs.org](mailto:akukelha@ngs.org)